SOFTNIK
Strategic Software

Competition Strategy Studio for Mac OS X

Quick Start Guide

Competition Strategy Studio

Competition Analysis

Quickly Find and Research Your Competition!

The competition Analyzer in CS Studio is arguably the most comprehensive competition research tool you will ever find. Your main competitors are found from across the top 3 search engines. It also features a unique interface that allows you to see how each competitor ranks in the 3 search engines with a single click!

Type in a keyword into the brainstorm tool to find all the top ranked sites, top ranked URLs and the top ranked web page titles! It is as easy as that!

Brainstorm, Develop, Innovate & Grow

Strategic software to research your competition, brainstorm & develop powerful marketing ideas and more

Identify the **simple tweaks** that will massively improve the performance of your websites by an order of Magnitude or More!

One of the basic realities of business is that small changes often bring **big rewards**. This is mainly due to the simple 80-20 rule which states that 80% of results stem from 20% of the efforts.

CS Studio for Mac will help you improve the performance of your existing products, websites and services.

Why Would You Want To Research Your Competition?

- To improve your products and services and make them better than those of your competition.
- To find your competitions' weak points and and to exploit them.
- To find your competitions' strong points and to use it against them!
- To learn the way your competition operates so that you can always stay ahead of them.
- To generate your own ideas that are better.

Finding Semantically Related Keywords With Competition Studio

The semantic keyword suggestion tool in Competition Studio is extremely powerful and can generate 200-700 related keywords from a single base keyword phrase.

Brainstorming Tool is the heart of the Competition Studio. It contains a box to type in your base keyword and an outline list that displays all the keywords analyzed so far.

The brainstorming tool is very simple to use. Just type in a base keyword and then press the

<return> key on the keyboard. Competition Studio will then connect to the net and retrieve the required information. Once all the required data are available it will be displayed in the main program panels.

> The **base keyword** is your starting point. For example, if you are selling LCD monitors through your website and wish to do keyword research, your first base keyword will be LCD monitor.

COMPETITION STUDIO SCREEN SHOWING THE SEMANTICALLY RELATED KEYWORDS FOR A BASE KEYWORD.

Click the keyword icon to display semantically related keywords.

The left pane lists all the base keywords that have been analyzed so far! You can click on any of these keywords to see all the data for that keyword in the pane on the right.

Click this button to add multiple base keywords into the list in one go!

Type in the base keyword into this box and click <return>.

The pane on the right side displays data corresponding to the base keyword selected in the left pane.

You can select the semantic keywords option from the toolbar.

You can right click within this pane for options to copy the table contents to pasteboard or to open any of the keywords in a search engine (Google, Live or Yahoo).


EXPANDING THE GENERATED KEYWORD LIST

You can also expand the keyword list by doing more lookups on any of the keyword phrases returned after the first lookup. To do this, simply right click on a generated keyword phrase and select **lookup this keyword** from the menu.

Finding the top competing domains / sites for any keyword

The **top domain view** in Competition Studio allows you to quickly see the domains of sites that are ranked on the top for any keyword phrase.

The domain names are extracted and displayed along with the strength. The site strength is calculated on the basis of the ranks in search engine result pages (SERPs). The top rank of the domain at the three search engines (Google, Yahoo and Live) are also displayed.

You can right click and select Open in browser to display any site in your default web browser.
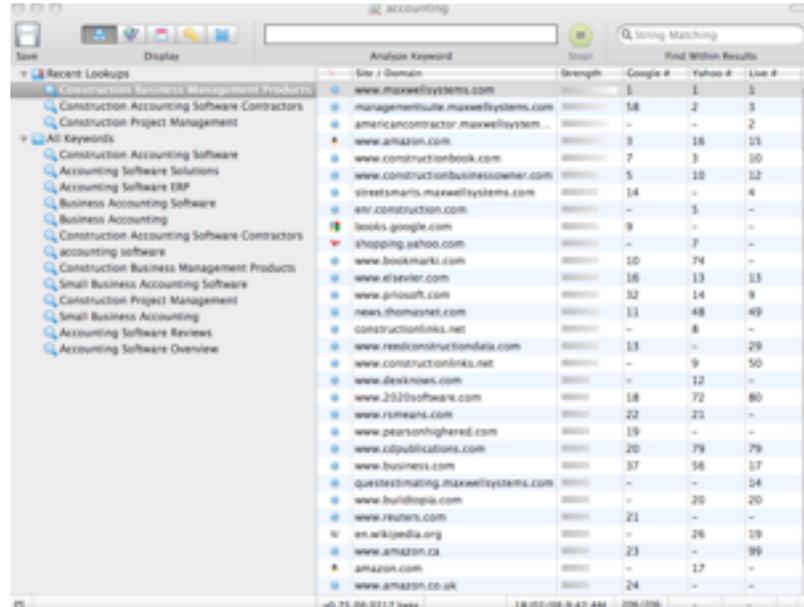
TOP RANKED COMPETING DOMAINS - THINGS YOU CAN DO!

1. Identify the top sites that are in direct competition with you. The software displays a small icon next to already established sites like Microsoft, Apple, IMDB, etc that are not likely to be your competitors. This makes identifying the real competition easy.

2. Find patterns (if any) for domains that are top ranked. You can use the **string match** search to find domains that use a specific TLD or contain specific keywords. You can check for yourself the often repeated suggestions like domains that contain keywords rank well, etc.

3. Right click on a domain and open the site in your default browser. Check to see if the site contains information useful to you. Some sites may be just **Made For Adsense** (MFA) that may not pose a threat to your well planned product or service.
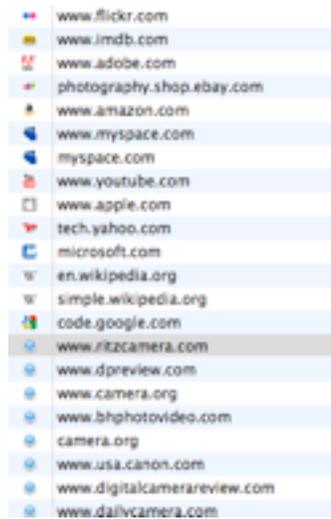
RIGHT CLICK WITHIN THE LIST FOR MORE OPTIONS

You can right click within the domain list and copy the domain names or the entire table to the paste-board. You can also open the Alexa information page for the site in your default browser or send a group of domain names to the site analyzer for further analysis.

Top URLs View

The top ranked URLs view is very similar to the top domains view except that the full URLs are displayed instead of just the host names.

The data also includes the corresponding Google, Yahoo and Live ranks and a strength factor calculated from the rankings in the 3 search engines.

Filter Results (Find Within Results)

You can filter the results to find and display only the URLs that contain the words you type in. This is useful if you want to check if a particular URL is listed within any of the search engine results.

Finding the top ranked web page titles

How To Make Your Web Page or Blog Post Titles Unique and Interesting

Here is a simple tip to make your web page titles unique, interesting and search engine friendly!

Use Competition Studio Mac and do a competition analysis on the topic you are interested in. Click the **Top Titles** button in the toolbar and look through the web page titles of your top competition. You will see all the titles listed along with their strengths (The strength is based on the ranking in top three search engines).

Can you create a better title keeping an eye on the existing titles? Make sure that your title is unique and better.

Looking through these titles will also give you more ideas about keyword phrases and also ideas about topics you may want to discuss in the future.

How do you write good headlines?

The truth is, powerful headline creation ideas are all around you. It is very easy to improve your existing headline to one that really works!

Before you decide to change your headline, you should determine the target market the headline is meant for. Write down the most powerful benefit your product or service offers. Think your product has too many benefits? Learn about the different types of headlines to decide which benefit should be highlighted in the head line. Be specific and avoid generality. A headline that says some thing very general is not going to attract any one because they would have seen it all before. There should always be a unique or specific benefit mentioned in the headline. A headline should make the reader want to continue. Create multiple headlines and do an A/B test to find the best one. Then create new ones and try to beat the old headline.

Comparing the results from the top three search engines using Competition Studio
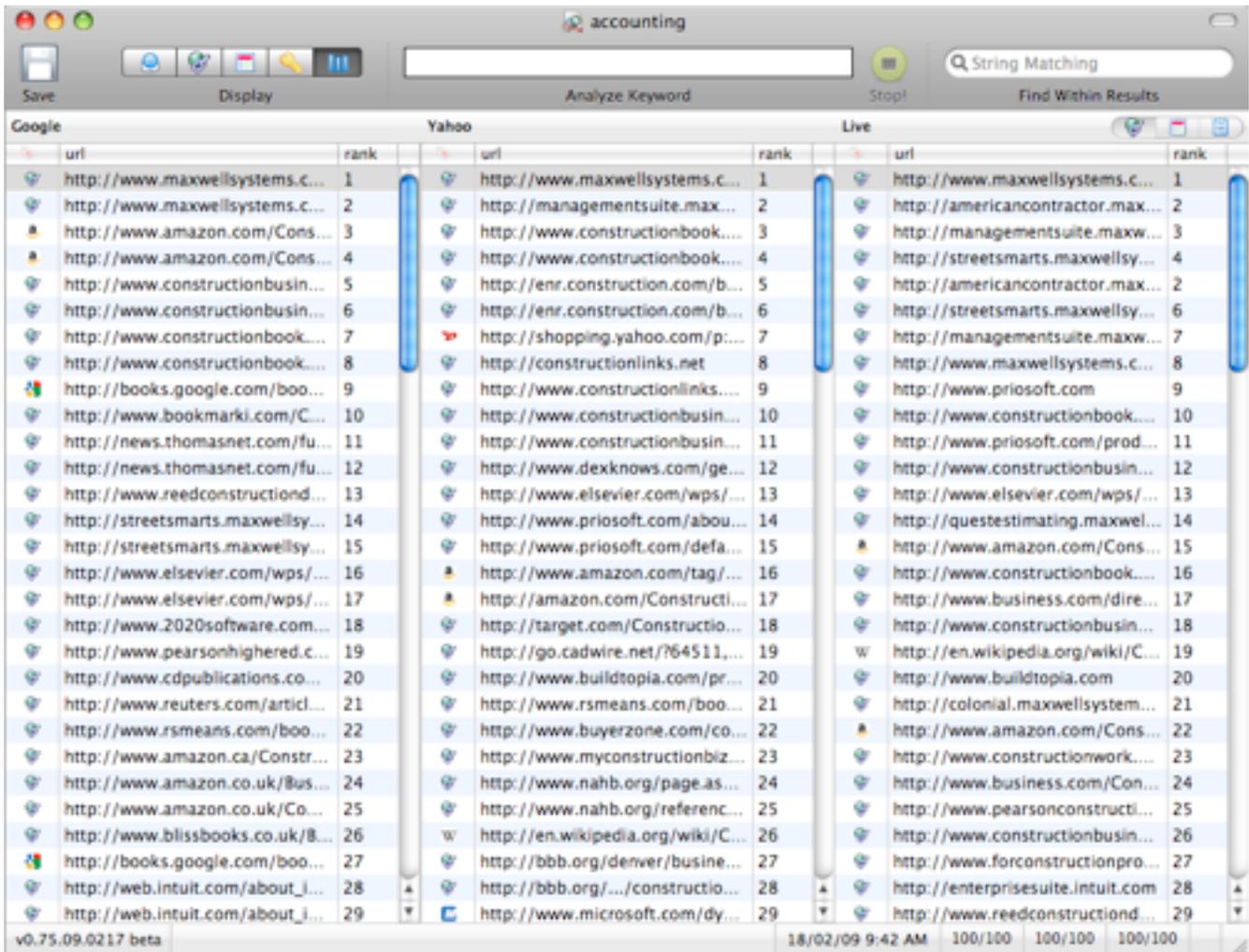
Unique Rank Compare View

The Compare Ranks view in Competition Studio displays a comparison chart showing the positions of various sites in the top three search engines. You can use it to quickly compare the positions of various sites across the search engines.

Click on any row in any search engine window and the results in other windows will automatically

scroll to show the rank of the same site in the other two search engines (see screen shot).